

AUTOMOBILES HELP GOOD ROADS PLAN

John N. Willys Says They
Give Highway Work Its
Chief Impetus.

CITES LINCOLN HIGHWAY

The awakening of public interest to the importance of good roads in this country was given its chief impetus through the agency of the automobile, according to John N. Willys, president of the Willys-Overland Company, who has made an exhaustive study of the good roads subject.

The amount of money spent in this country last year on highway construction amounted to approximately \$250,000,000, but this huge expenditure was more than offset by the fact that land values in most localities were increased anywhere from 100 to 400 per cent. by the road improvements. If an equal amount of money is put into road improvements each year for the next ten years the United States will be able to boast of more than a half million miles of good roads representing a cost of \$2,500,000,000 and an appreciation in land values of fully \$25,000,000,000.

"The big trunk lines, such as the Lincoln Highway and Dixie Highway, never would have been started had it not been for the motor car," says Mr. Willys. "And these two, I believe to be the forerunners of others that in time will give the United States a system of highways as can be found in the world."

"What the coming of the automobile has accomplished in the way of road improvement work during the past ten years is nothing compared to what it will do in the future. When you stop to consider that there is more than one motor vehicle to every fifty people in this country, it is easy to understand the tremendous interest taken in the good roads movement."

With over two million cars in use at the present time and with an additional 1,000,000 planned for the year 1916, it is too logical to believe that in the years to come the proportion of good roads in the United States will be far in excess of what it is today.

"Figures compiled by experts show that only 10 per cent. of our public roads are improved, while in many States the improved roads number less than 5 per cent. And had it not been for the motor cars, this percentage would be still lower, for during the past ten years we have built more good roads than in all our previous history."

"In the report of the United States Department of Agriculture it is estimated that the farmers of this country are losing \$250,000,000 annually on account of the inaccessibility of their products at certain times of the year, due to bad road conditions. This loss to the farmers is equal to the amount spent last year in road improvement work, and it will be interesting to note the next Government report to see if the farmers' losses have not been lessened materially by this huge expenditure for better roads."

Too much credit cannot be given to the automobile for the road improvements that are going on all over the country. The town or village that neglects its streets or highways is given a wide berth by tourists and motorists in general. The ability of the motor car to cover long distances quickly and economically enables its owner to do his trading in the town that offers the best approach to its stores.

"That is the chief reason why the motor car has been the greatest factor in paying strict attention to the roadways that lead into them. Competition between cities and towns has forced them to take care of the needs of the motorist and by improving their thoroughfares they have benefited the whole community."

"Newspapers and magazines are doing all in their power to further the good roads movement. Many of them are going so far as to publish automobile routes that tell at a glance which

towns are to be avoided and which ones are to be recommended for tourists. The town of Williams, for instance, is advertised as a hard place to reach by automobile has little chance to get out of the rut. Its neighbor may be less than five miles distant, but if the roads leading into it are in good shape it is bound to grow and prosper."

EXPLAINS MARMON MYSTERY.

Natives of Arizona Amazed by Test.

"I will never be able to understand how we lost our plans secret," said J. J. Marmorek, commercial manager of the Marmorek & Marmorek Company, in speaking of the new Marmorek 34. "We began working the car out on the Indianapolis Speedway in 1915, although, of course, we had the motor sealed in one of our old chassis at that time. We worked on the roads around Indianapolis for months until we had the motor and chassis perfected. Of course the mystery surrounding the car was talked about. We couldn't evade that, so we decided to ship it, new body and all, to the Arizona desert, where we were assured secrecy to a certain extent and road conditions which would test the durability of any car to the utmost."

"I suppose the secrecy with which we worked and the veil of mystery which surrounded the car and our unwillingness to discuss it with the Arizona people first excited the comment which later grew into the wildest sort of rumor."

"The car was generally taken from the garage at an early hour and returned after dark. Several times when on the desert traveling at racing speed, wide-eyed natives watched us pass. Our men never traveled slowly, as our object was to break the car to bits if possible, so it became rumored that they were testing a racing motor mounted in a touring chassis. Our car has distinctive foreign lines. This no doubt gave rise to the report that we were testing a European machine with a view toward duplicating it here in America."

MORE CLOSED CARS USED.

Better Bodies and Better Roads Are Responsible.

"For particular motorists," says C. T. Silver, "the closed car is the year round car, and with these people the open type is the exception."

"There was a time when the closed car could not be used outside the city because of its weight and the difficulty of handling it on bad roads. And again, on account of being badly fitted to the chassis, the body rattled and squeaked much of the time."

"The closed car of today is, as a rule, lighter and smoother riding and again can be used on every occasion by all members of the family. Then, too, roads have been greatly improved during the past few years, and experienced motorists find that the most comfortable form of long distance touring is in an enclosed type of machine."

Mr. Silver is building closed cars of all styles all the year round, as he realizes that there is no one season for them any more.

NEWARK'S BIGGEST SHOW.

More Than 300 Cars Shown in Big Armory.

Greater than ever in size, completeness and brilliancy, the eighth annual Newark Automobile Show, which opened Friday night in the First Regiment Armory, promises to set new records all along the line.

More than three hundred pleasure cars and commercial vehicles, representing the latest word in motor vehicle construction, will be found housed in the huge armory, while half a hundred accessory exhibitors, representing everything from a spark plug to a jack, will occupy the entire north end of the building.

The local exhibition has always been known as a "selling show." This is due, perhaps, to the fact that Newark is one of the greatest motoring centers in the country. It is situated in a rich manufacturing territory, with fine suburban towns all around it, beautiful scenery and a wide variety of roads, and with the world's greatest ocean resorts but a nice motoring distance away.

The truck exhibit will include the following makes: Pierce-Arrow, Hall, Schacht, Jeffery, Packard, Reo, Garford, White, Buick, Studebaker and Vellie.

CAR SHORTAGE IS SERIOUS.

Packard, Despite Plans, Scarcely Has Cars Enough.

Regardless of the great quantities of lower priced cars that are being marketed there is a tremendous shortage in cars of the strictly highest class. Edwin H. Jackson, president of the Packard Motor Car Company, New York, says that the demand for high class cars is not only unprecedented but there may not be enough to go around. He thinks that while the present condition is partly due to a healthy growth of the trade and a natural tendency among buyers to possess high grade cars it also has been greatly affected by the introduction of the twelve cylinder car itself. He says:

"It is quite apparent that the introduction of the Packard 'Twelve' has put a new impetus to the highest class of buyers. Earlier in the season our salesroom was clogged with patrons clamoring for deliveries, and even now, when the factory has practically caught up with its manufacturing schedule and cars are coming through on time, we are still faced with an undoubted shortage for the season."

When the Packard company sized up the situation and introduced the twelve cylinder car there was much excitement in the high class trade at the audacious move. The way in which the trade has responded, the introduction of other twelve cylinder cars and the reports of others still to be introduced all show that we were not far from the mark. But had we been a special car and he himself is known as a car where he can always find good weather, congenial cronies and excellent shooting."

Bill Yule is a regular weekly visitor at the New York Athletic Club trap if he is not smashing the birds at Pinehurst. In wind and snow a week ago he led a bird trap with the best trapshooters in this section with 12 birds out of 200. During a recent visit at Pinehurst he had no difficulty in averaging around 94 in a long series of 100 bird contests.

With Yule and Owen around who should Uncle Sam be at all timid?

Hugh Chalmers and His Namesake—the Chalmers Car



Here are four of a kind—the Chalmers car and three of the leading lights in the Chalmers organization. The man entering the limousine is Mr. Chalmers himself. Behind him stands Frank B. Willis, the newly appointed sales manager, with headquarters in Detroit. The third figure is that of George Stowe, the well known popular branch manager in this city, who is doing big things with the 3,400 p. p. m. car given him to sell in this territory. Mr. Stowe, who has been very busy going over spring plans with Mr. Chalmers and Mr. Willis during the past two weeks, paused long enough the other day to say that the new limousine and brougham bodies designed for the six-10 chassis are worth seeing, and that several of these exclusive models are now on view in the salesroom at Broadway and Fifth street. He added that anybody interested could save much money by buying any one of these closed models.

FULL LINE OF CARS AT BROOKLYN SHOW

Ninety Different Exhibits Already Assured, and All the Space Taken.

Everything indicates that the fifth annual Brooklyn Automobile Show, which is to be held in the Twenty-third Regiment Armory from March 5 to 15, will be a great success from every viewpoint. To date there are ninety different exhibits, and the entire show space of the big armory has been allotted.

The Brooklyn show will differ from any other car show held in the East this season. At the National Automobile Show held in this city and Chicago only motor cars and accessories were displayed, while the Brooklyn show will have not only all of the representative makes of pleasure cars, but also a comprehensive line of motor trucks and business wagons. Also there will be shown eight different makes of motorcycles. All exhibits will be displayed on one floor. The show will afford the motor car buyer an unusual opportunity to see collectively the latest 1916 designs.

The list of exhibitors shows that the biggest and finest cars are to be displayed along with the latest in light, light and heavy trucks and accessories. The following makes of pleasure cars will be on view: Locomobile, Metz, Auburn, Dodge, Cole, Stearns-Knight, Grant, Buick, Pierce-Arrow, Chalmers, Chevrolet, Velie, Cadillac, Marmon, Kissel, Hupp, Model, Scripps-Booth, Chandler, Hudson, Haynes, Lexington, Maxwell, Mitchell, Jeffery, Packard, National, Franklin, Crawford, Aperson, Inter-State, Oldsmobile, Reo, Studebaker, Six, Overland, Peerless, Pathfinder, Jackson, Allen, King, Daniels, Briscoe, White, Paige, Winston, Moore, Pullman, Oakland and Schacht.

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WINS BIG RIM DECISION.

Perleman After Long Fight Gets Favorable Verdict.

L. H. Perleman's successful fight in establishing the validity of his elementary and foundation demountable rim patent, just decided by the United States Circuit Court of Appeals for the Second Circuit, is a subject of general comment among motor car men.

It is true that the Perleman victory is a matter which originally interested the tire and rim makers rather than the car makers and users, but after all it is now finally affecting everybody interested in the use and production of the automobile, as it covers the ready and rapid replacement of tires on the road by use of the demountable rim and already inflated tire.

Perleman, well known along New York City, filed his first patent application May 21, 1906, and on June 23 of the same year he filed a continuation and substitute for it, with some additional details. The idea being to patent, rapidly and easily, removal of the demountable rim and felly, means being provided for firmly and gradually separating the demountable rim from the fixed rim and felly while in use, such means at the same time being adapted to be manipulated for enabling the demountable rim when desired."

NEW SNOW REMOVAL PLAN.

Meeting at A. C. A. Should Interest Truck Dealers.

On the evening of March 8 a snow removal conference will be held in the assembly hall of the Automobile Club of America, 217 West Fifty-fourth street, under the joint auspices of the Division of Highway Engineers, Arthur H. Blanchard, chairman; the Division of Municipal Engineers, George W. Tilton, chairman; the National Highway Association, Elmer Thompson, secretary; the City of New York, Robert O'Brien, chairman; and the Graduate course in highway engineering of Columbia University.

The conference will begin at 8:30 p. m. with an illustrated lecture on the subject, "Modern Methods of Snow Removal," by William H. Connell, chief of the Bureau of Highways and Street Cleaning of Philadelphia. A series of topics will then be presented for discussion by recognized authorities on snow removal. The proceedings of the conference will be published by the National Highway Association, Charles Henry Davis, president.

All persons interested in economic and efficient methods of snow removal are cordially invited to attend the conference.

Andrew E. Coburn.

Many Women Study Motors.

Long years may inspire the motor sex to hydraulic thinking, but it does not seem to interfere in the least with many who are studying the subject. A visit to the Stewart Automobile School, 225 West Fifty-seventh street, will prove this statement. The interest women take in the work and also the way in which they learn is really surprising.

Within the environs of this city there are hundreds of ladies who not only drive their cars but attend to the mechanical details as well. The fact that this has been made living in the suburbs more attractive because this automobile has truly been the means of annexing the country home to the city.

King's Make Big Hit.

The King Motor Car Company's production for the coming year is creating favorable comment all over the country. The new model, a two passenger or seven passenger touring body, a roadster and a sedan. The product made its debut at the recent automobile show held throughout the country for regular production. The new car, the factory being swamped with orders. The King product is offered to the public this year after grinding engineering tests in different parts of the country. The A. E. King Company, Inc., at 1670 Broadway handles the King in this territory.

The appointment of Andrew E. Coburn to the position of advertising manager of the Maxwell Motor Company has been announced from the Detroit headquarters of the company. Mr. Coburn will have entire charge of the preparation of display copy and the selection of mediums. Prior to his Maxwell connection he was advertising manager of the Cleveland Twist Drill Company. He has had a thorough grounding in advertising, sales and agency experience.

MANY GOODYEAR Tires IN USE.

Tire Company Makes Count in Many Cities.

To ascertain the degree of popularity of Goodyear tires with the motorists of the country, the Goodyear Tire and Rubber Company of Akron, Ohio, recently completed a five day tire count in seventy-one of its branch cities, representative cities in all parts of the United States.

The multiplicity of brands of tires now being used was strikingly shown in the listing of nearly 200 different makes of tires; yet one of every five observed was a Goodyear. In many cities nearly half of all the tires were Goodyears. An interesting disclosure brought out by the count was that the five leading tire companies are supplying 90 per cent. of all the tires used by the motorists of the United States. Of the tires made by these five companies, one-third were sold by Goodyear dealers.

A particularly gratifying result, in the eyes of Goodyear officials, was the particularly fine showing of cord tires. Goodyear is one of the great exponents of cord construction today. For many years cord tires were made and sold only for electric, but now that they are being made for the larger gasoline cars a much larger motoring public is interested in them.

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"The automobile is 'par excellence' the vehicle of every man and his family, for business as well as pleasure. The motorist clings not to the beaten path, but traverses the highways and byways of the country, and goes wherever he chooses. He increases the scope of his world, enlarges his knowledge of men and conditions, and thereby broadens his experience and ability, and becomes a happier and more progressive citizen."

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REISS WILL GET CARS.

Will Drive Hupmobiles Over Roads If Necessary.

Charles E. Reiss, head of the Charles E. Reiss Company, local distributors for the Hupmobile, visited the factory of the Hup Mobile Car Corporation in Detroit last week in an attempt to obtain better shipping facilities between Detroit and this city.

On account of the embargo on Eastern shipping and especially to the port of New York, Mr. Reiss has had a great deal of difficulty in securing Hupmobiles for his customers. When the first embargo was declared upon the port of New York by Eastern railroads he shifted the shipment of his cars to New York City, but last week embargo was declared upon Newark and Mr. Reiss was in Detroit to find out the best way to get around the difficulty.

After a consultation with factory officials he decided to make shipments for the present to Poughkeepsie and then drive the machines over. If the bad situation continues in the spring Mr. Reiss plans to have his cars sent to Buffalo by lake steamer and will drive them to this city.

National Accessibility.

William E. Forrester, the popular Broadway distributor of National motor cars, has developed such a severe case of "accessibility" that he has decided to make his organization have suggested that he change his middle name to "accessibility." He has been so busy with his organization that he has not had time to do so, but he is now working on it.

Forrester points out that the character of the National Twelve is as easy to get at as the radiator cap. It is located in the middle of the "V" where it stands. The preferred position of the radiator according to Forrester, permits the National Twelve to be reached by the hand of the driver without the operation of the motor. This feature will be appreciated by cross-country drivers who sometimes are compelled to ford streams.

Beauty Is Not Skin Deep.

"Without in any way underrating the importance of mechanical efficiency, which is the real point in the sale of an automobile, it is a fact that all the classes of motorists are looking for a car which is not only beautiful but also one that is easy to drive and one that is easy to maintain. The beauty of a car is not skin deep, it is in the heart of the car."

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MORE MOTORING BRINGS MORE JOY

Studebaker Head Believes Automobile Will Soon Outstrip Railroads as Carriers.

"While we cannot yet claim that automobiles carry more people than their two chief competitors in self-propelled vehicles, namely, the railroads and trolley cars, the day will come before many years when this will be true."

The foregoing prophecy is made by A. R. Erskine, president of the Studebaker Corporation, who continues: "This prediction is made because of the far reaching and ever growing popularity of the automobile, its application to individual uses, its wide range of action, its economy, privacy, charm and healthfulness."

"The automobile is 'par excellence' the vehicle of every man and his family, for business as well as pleasure. The motorist clings not to the beaten path, but traverses the highways and byways of the country, and goes wherever he chooses. He increases the scope of his world, enlarges his knowledge of men and conditions, and thereby broadens his experience and ability, and becomes a happier and more progressive citizen."

"Railroads and trolley lines do not afford man such travelling facilities and pleasure, chiefly because they follow beaten paths, run on fixed time schedules and compel men to travel in a body without privacy and often in discomfort, as witness crowded cars, bad air and the thronging swarms of passengers."

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MAXWELLS IN CITY SERVICE.

Harry De Bear Sells Eight Cars to Queens.

Harry J. De Bear, manager of the local branch of the Maxwell Motor Sales Corporation, announces that the Maxwell company has sold and delivered eight cars for municipal work in the Borough of Queens. Five cars will be used in the Street Cleaning Department, two in the Topographical Department and one in the Department of Public Works.

"There is no doubt," says Mr. De Bear, "that cars in city work really pay. They are marked by superior whole-sale orders for automobiles, the Kansas City plant has been able to produce cars so fast that the results of the other two displays were not bubbles, indeed, Eastern car properly and the wealth of the big manufacturing and financial centers," said Mr. Ford.

Any doubts that the keynote of this automobile show is business, rather than just a display, have been dispelled by Harry J. De Bear, president and general manager of the Saxon Motor Car Company, who has returned from the Maxwell city motor exhibition.

"While the New York and Chicago shows clearly demonstrated the remarkable business that will be done by the motor car industry during 1916, and while they were marked by superior whole-sale orders for automobiles, the Kansas City display seemed to prove conclusively that the results of the other two displays were not bubbles, indeed, Eastern car properly and the wealth of the big manufacturing and financial centers," said Mr. Ford.

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